

ORDER



Orders
Order / Rev: 711788 - 6
Alt Order #: 06305560
Product Desc: FL DEM/3 PACK
Estimate: 584
Flight Dates: 10/23/12 - 11/02/12
Original Date / Rev: 09/06/12 / 11/01/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Florida Democratic Party
Demographic: A25-54
Product Codes: PL-State/Local,PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	32	\$2,926.00	\$2,487.10
10/29/12	11/02/12	6	\$455.00	\$386.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$2,926.00	\$2,487.10	0.00
November 2012	6	\$455.00	\$386.75	0.00
Totals	38	\$3,381.00	\$2,873.85	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	7%	\$3,381.00
Market	100%	\$48,300.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$3,381.00
WCWJ	2%	\$966.00
WJXT	33%	\$15,939.00
WTEV	19%	\$9,177.00
WTLV	32%	\$15,456.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/23/12	10/29/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	5	\$50.00	P-5	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			5			\$50.00		0.00			
2	WJXX	10/23/12	10/29/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	22222--	:30	10	\$30.00	P-5	0.00	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	22222--			10			\$30.00		0.00			

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2	WJXX	10/23/12	10/29/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	22222--	:30	10	\$30.00	P-5	0.00	NM	5	\$150.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	22222--			10			\$30.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WJXX	10/23/12-10/29/12		Good Morning America			M-F 7a-9a	MTWThF----	:30	(\$30.00)		0.00	NM		
Credited [CR]															
5	WJXX	10/23/12-10/29/12		Good Morning America			M-F 7a-9a	MTWThF----	:30	(\$30.00)		0.00	NM		
Credited [CR]															
6	WJXX	10/23/12-10/29/12		Good Morning America			M-F 7a-9a	MTWThF----	:30	(\$30.00)		0.00	NM		
Credited [CR]															
9	WJXX	10/23/12-10/29/12		Good Morning America			M-F 7a-9a	MTWThF----	:30	(\$30.00)		0.00	NM		
Credited [CR]															
10	WJXX	10/23/12-10/29/12		Good Morning America			M-F 7a-9a	MTWThF----	:30	(\$30.00)		0.00	NM		
Credited [CR]															
3	WJXX	10/23/12	10/24/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	-TW----	:30	2	\$40.00	P-5	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-TW----			2			\$40.00			0.00		
4	WJXX	10/23/12	10/29/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	5	\$125.00	P-5	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--			5			\$125.00			0.00		
5	WJXX	10/23/12	10/29/12	General Hospital General Hospital	CM	.	MT-T---	:30	3	\$66.00	P-5	0.00	NM	1	\$66.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MT-T---			3			\$66.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WJXX	10/23/12-10/29/12		General Hospital			.	MT-Th-----	:30	(\$66.00)		0.00	NM		
Credited [CR]															
3	WJXX	10/23/12-10/29/12		General Hospital			.	MT-Th-----	:30	(\$66.00)		0.00	NM		
Credited [CR]															
6	WJXX	10/24/12	10/26/12	3-4p Wendy Williams	CM	3-4p	--W-F--	:30	2	\$70.00	P-5	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--W-F--			2			\$70.00			0.00		
7	WJXX	10/23/12	10/29/12	4-5p Anderson	CM	M-F 4-5p	MTWTF--	:30	3	\$60.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MT-T---			3			\$60.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/23/12-10/29/12		4-5p			M-F 4-5p	MT-Th-----	:30	(\$60.00)		0.00	NM		
Credited [CR]															
2	WJXX	10/23/12-10/29/12		4-5p			M-F 4-5p	MT-Th-----	:30	(\$60.00)		0.00	NM		
Credited [CR]															
3	WJXX	10/23/12-10/29/12		4-5p			M-F 4-5p	MT-Th-----	:30	(\$60.00)		0.00	NM		
Credited [CR]															
8	WJXX	10/23/12	10/29/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MT-T---	:30	3	\$50.00	P-5	0.00	NM	3	\$150.00

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WJXX-TV

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18	WJXX	10/26/12	10/26/12	Fri Prime C 20/20	CM	Fri 10p-11p	----F--	:30	1	\$500.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/22/12-10/28/12		Fri Prime C		Fri 10p-11p	----F--	:30		(\$500.00)		0.00	NM		
	Credited [CR]														
19	WJXX	10/27/12	10/27/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$50.00		0.00			
20	WJXX	10/27/12	10/27/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$60.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$60.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/22/12-10/28/12		FCN Sat News at 6:30		Sat FCN News W	-----Sa-	:30		(\$60.00)		0.00	NM		
	Credited [CR]														
21	WJXX	10/28/12	10/28/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$80.00	P-5	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$80.00		0.00			
22	WJXX	10/26/12	10/26/12	Fri Prime C 20/20	CM	Fri 10p-11p	----F--	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$500.00		0.00			
23	WJXX	10/25/12	10/26/12	M-F 10-11AM M-F 10a -11a	CM	M-F 10a -11a	---TF--	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		1				\$50.00		0.00			
24	WJXX	11/02/12	11/02/12	GMJ Sunrise M-F 5-6a	CM	5-6a	----F--	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$60.00		0.00			
Totals														38	\$3,381.00